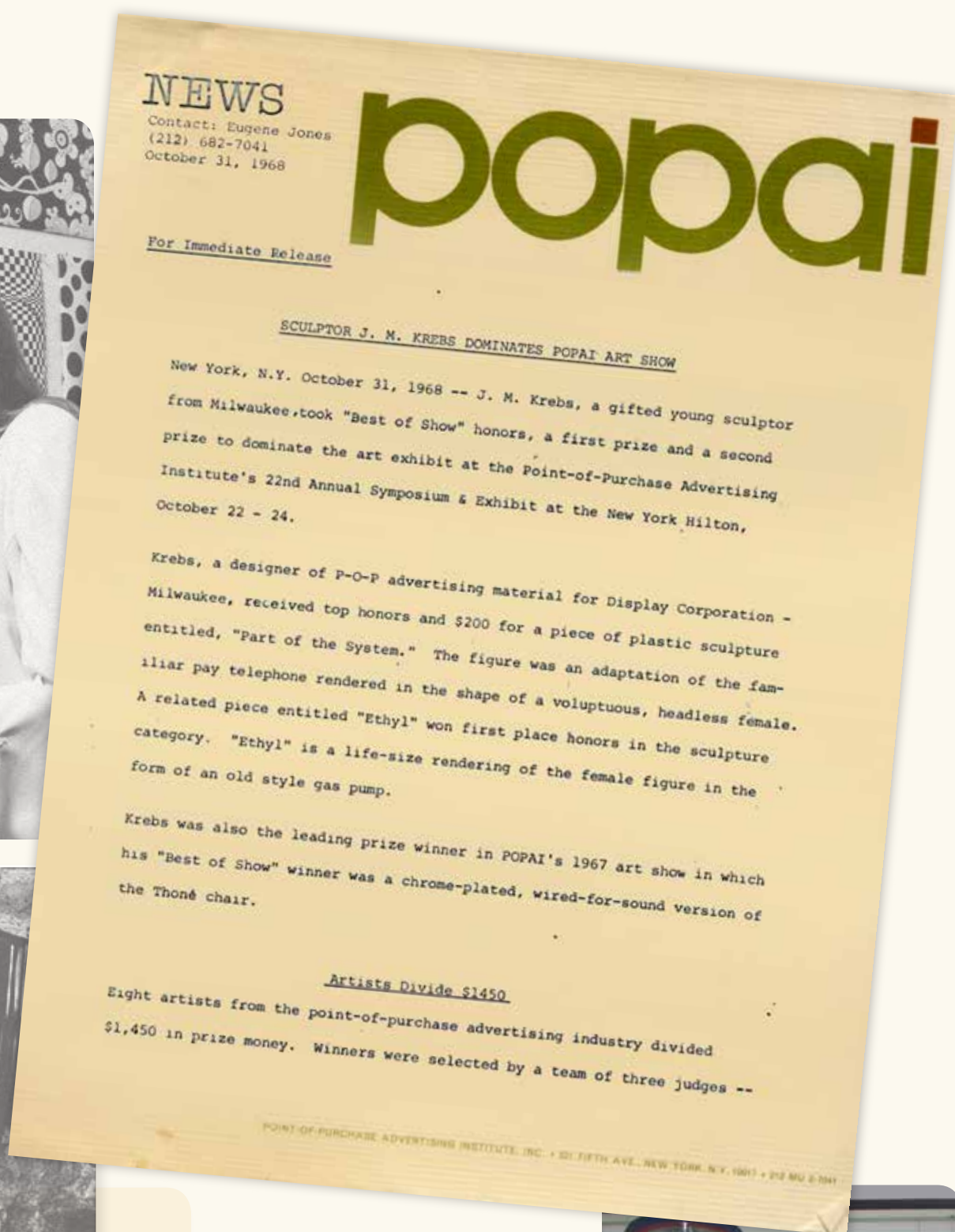


Part of the System



There is a long history of creative artists who have worked in the point of purchase industry. Jim Krebs, a founder of Benchmarc, was one of these talents. Over forty years ago, the Point of Purchase Advertising Institute held an art exhibit as part of their annual symposium as a creative showcase for these innovative designers. Krebs, working as a designer at the time at a different point of purchase firm, dominated the 1968 exhibit by winning first and second place with two sculptures. 'Part of the System' was a pay phone based on a female mannequin, while 'Ethyl' was a woman's form applied to vintage-style gas pump. This was not the first win for Krebs; the previous year he also won 'Best of Show' in the same exhibit.

In 2010, these sculptures were discovered in Krebs's attic. Needing extensive renovation, Benchmarc Creative Director Ed Miller worked for over year on the complex restoration project of bringing these award-winning art pieces back to their former glory.

ETHYL

